

LADY CARE



- Which better in legs hair removal?
- Which better for under-arm & bikini area hair removal?
- Lady customer asked you to permanent hair removal method
- Differences bet. Intimate wash & douche?
- Which of them is better & can use daily ?
- Which better Kotex panty liner or Kotex pads ?
- Which better for vag. Dryness lubricant or moisturizers ?
- What is our products in NMC which enlarge breasts ?

**why
lady
Care
???**

LADY CARE

BODY HAIR

INTIMATE CARE

BREAST CARE



**REALLY ..
WOMEN HAVE HAIR ON HER BODY ...??**

BODY HAIR

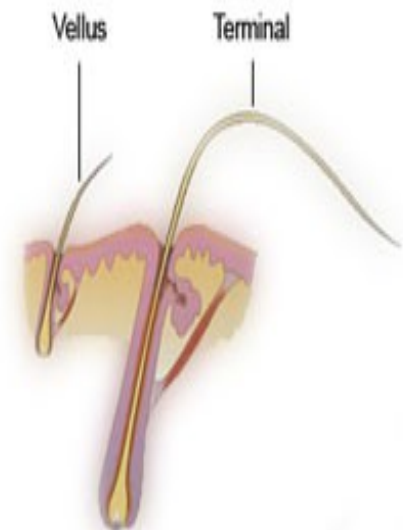
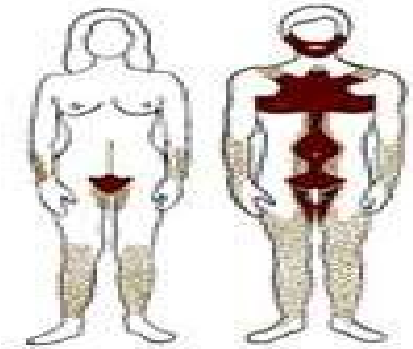


VELLUS HAIR

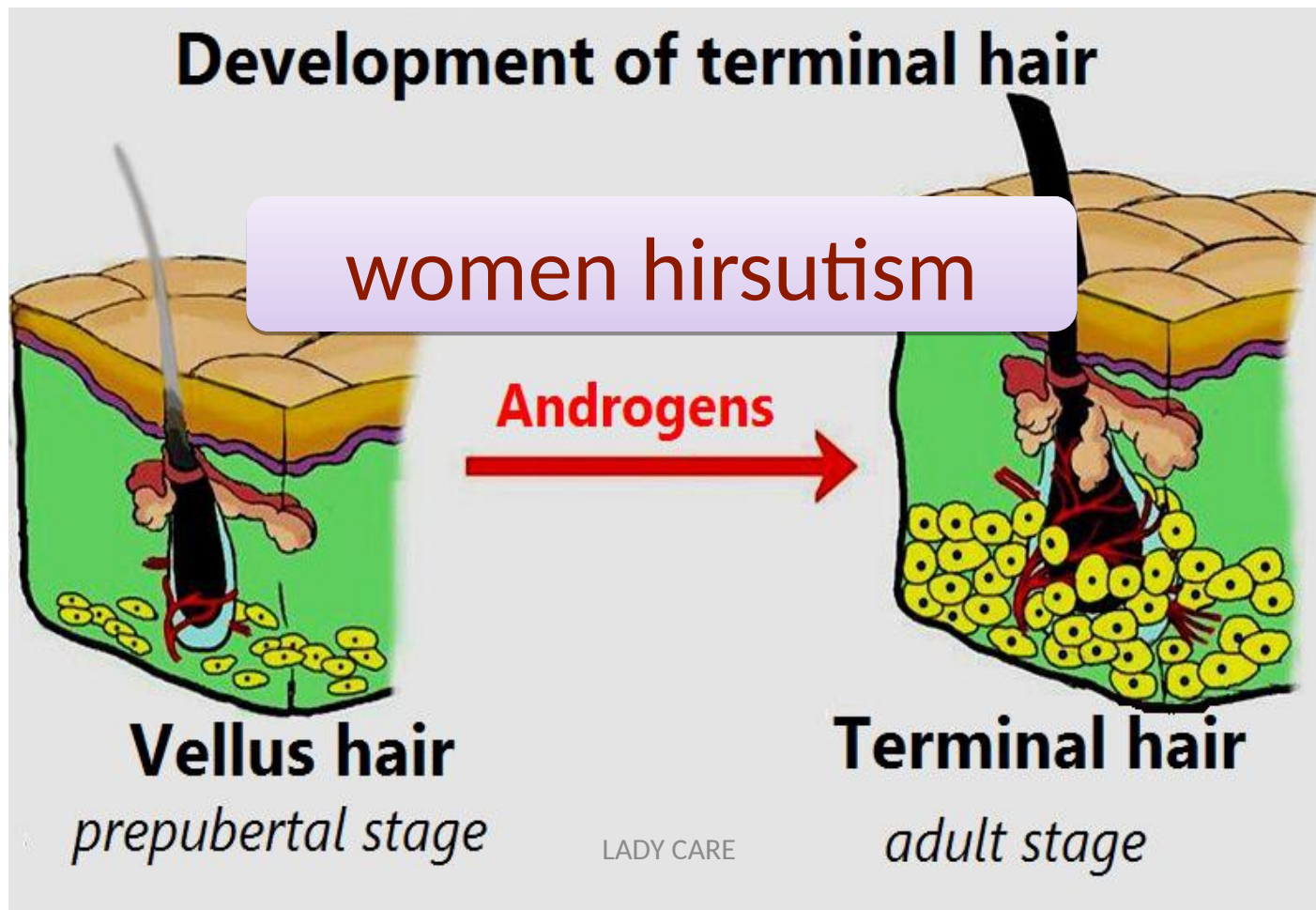
- Short, smooth
- transparent or light pigmented
- most of women body
- Men pre-pubertal stage

TERMINAL HAIR

- deeply rooted long coarse
- highly pigmented
- most of man body
- head & pubic area of women

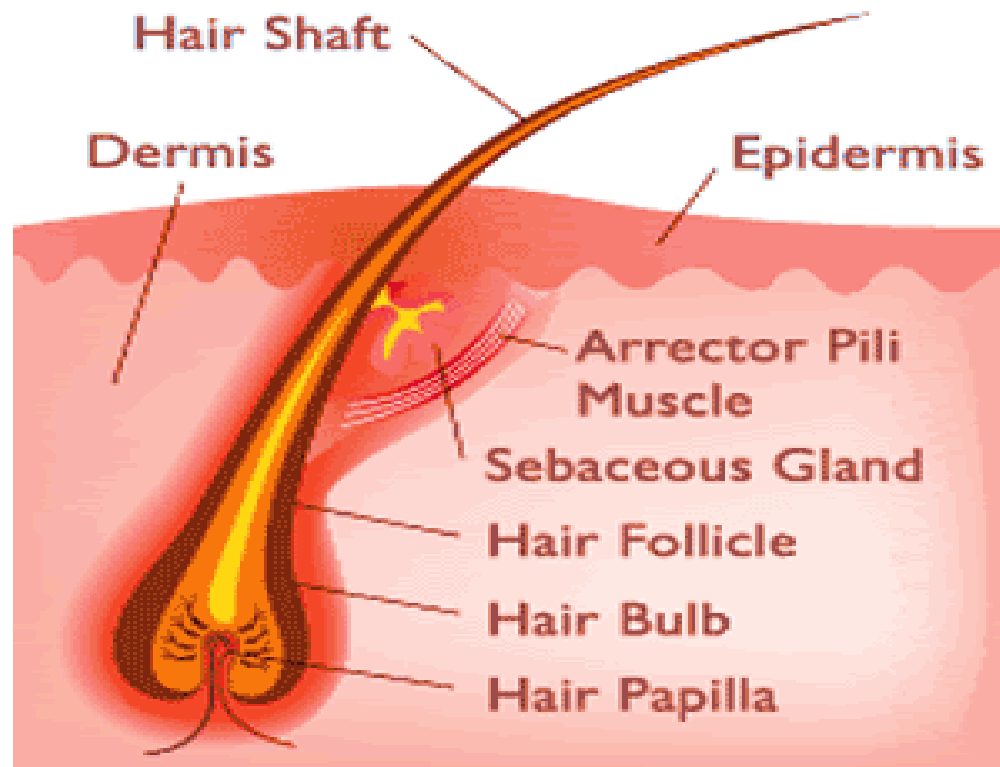


BODY HAIR (hair removal)





How ladies think about ... body hair ... ??





Hair removal facts & terms:

Permanent hair removal (FDA approved)

- a year after without having to use another method of hair removal.
- hair follicle's unable to regenerate hair.
- Electrolysis the only proven method.

Long-term hair removal (Semi-permanent hair removal)

- 6 months.
- hair follicle's unable to regenerate hair.
- Laser & IPL

Hair reduction vs hair removal

- fixed reduction in hairs no.

HAIR REMOVAL METHODS

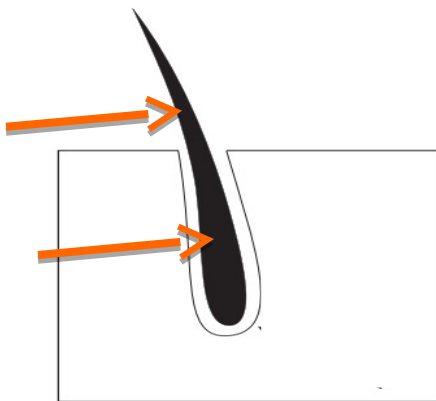


Temporary methods

DEAL WITH THE HAIR

DEPILATION
(REMOVING HAIR SHAFT ONLY)

EPILATION
(REMOVE ENTIRE HAIR FROM ROOT)

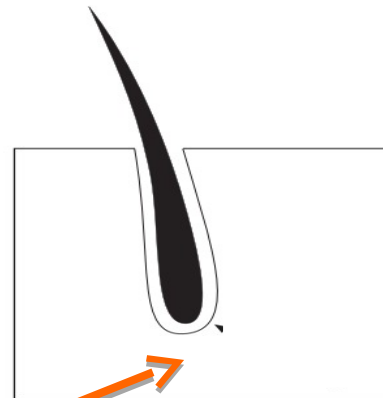


Permanent methods

DEAL WITH PAPILLA

LASER

ELECTROLYSIS





HAIR REMOVAL METHODS

TEMPORARY METHODS

Depilation

Shaving (trimming)

Depilatories

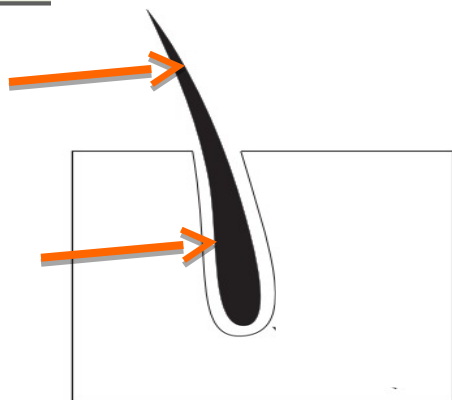
Friction

Epilation

Rotating epilators

Waxing-sugaring

Threading



5/17/16

LADY CARE

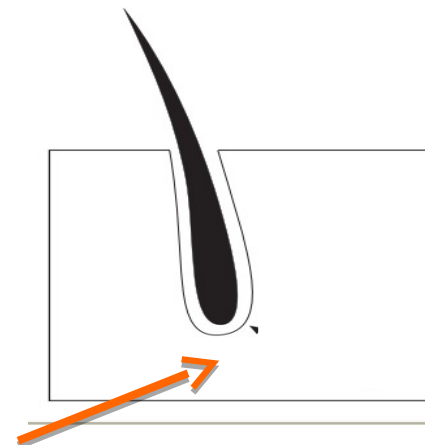
PERMANENT METHODS

permanent

Electrolysis

Semi-permanent

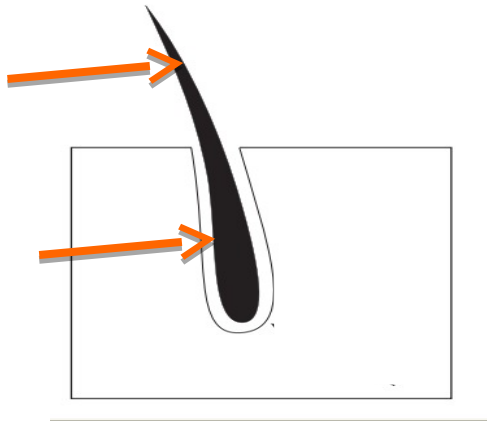
Laser



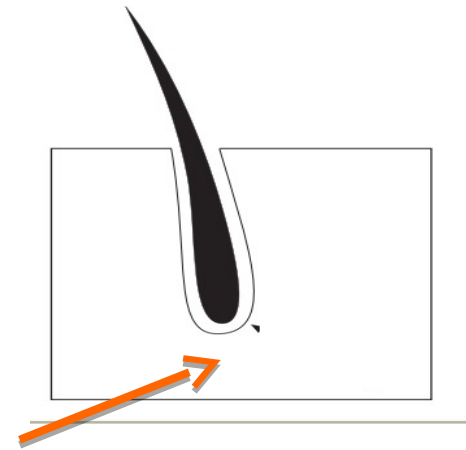


HAIR REMOVAL METHODS

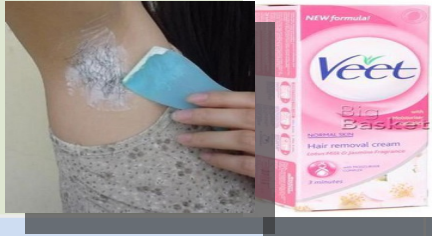
TEMPORARY METHODS

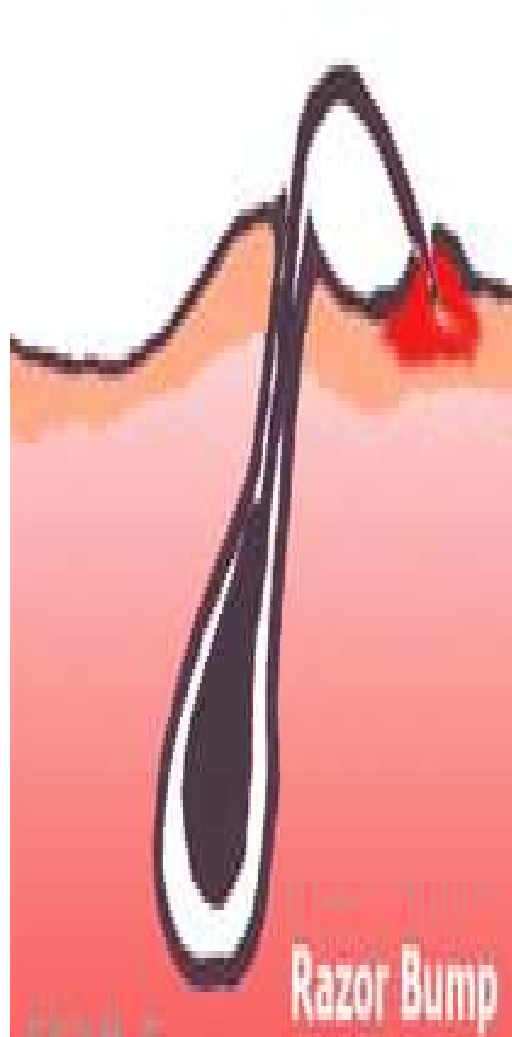


PERMANENT METHODS



depilation

	Trimming (shaving)	depilatories	friction (sand paper)
(mechanism)	 cut	 <u>Alkali denature keratin protein</u>	 <u>erosion</u>
duration	Days (1-3)	Days (7)	days
advantage	- Cheap <u>no pain</u>	- Cheap <u>no pain.</u> better result.	- Cheap <u>no pain.</u> - between sessions. - big area. <u>Exfoliation.</u>
Disadvantage	- Inflammation , cuts . ingrown hair . shadow , coarse hair.	- bad odour. - allergic reaction. - weak on coarse hair. shadow.	irritation if on face, bikini area

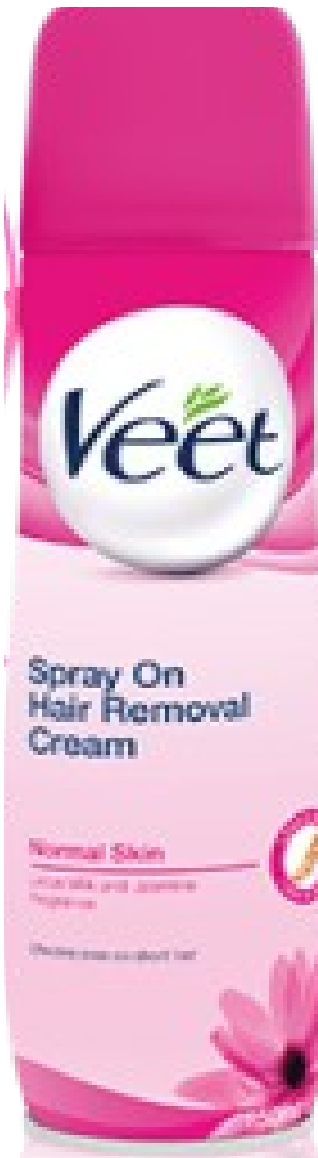




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LADY CARE



Velvet Touch
Natural Facial Hair Remover

Gently Buffs Away Facial Hair
Instantly and Easily
*Élimine en douceur le duvet
du visage, instantanément
et facilement.*

**No Mess
No Chemicals**
*Facile à utiliser
Sans produits
chimiques*

Great for Travel and Touch-ups.



Velvet Touch
Depy Face

3-pack
+ hold

Hårfjernings strips og hold
Hårbortagnings remsa och håll



Velvet Touch Sensitive Bikini-Line Ligne Bikini

☐ Natural ☐ Velvet Smooth
☐ Produit naturel ☐ Velouté

Gently removes unwanted hair.
Éliminer en douceur les poils superflus

NEW
MADE IN CANADA



Velvet Touch
hair remover mitter

Deluxe 3 Pak

Leaves Legs Hair-Free & Silky Smooth
*Gently Removes Hair,
Instantly and Easily
Great for Travel and
Touch-ups.*

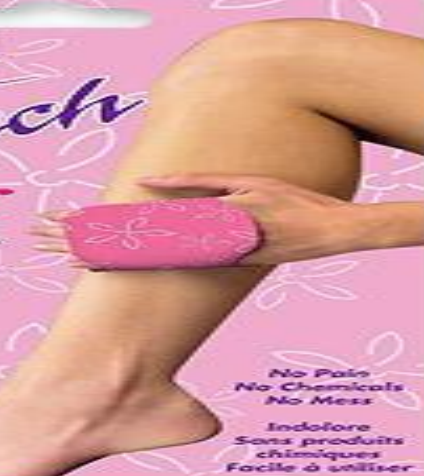
Pour des jambes
épilées et veloutées
*Élimine en douceur
les poils, instantanément
et facilement. Parfait
en voyage et pour
les retouches.*

**No Pain
No Chemicals
No Mess**
*Indolore
Sans produits
chimiques
Facile à utiliser*

NEW NOUVEAU

Convenient Midon Secret
Aloe Conditioning

Conveniente et midon
Condicionador & Pépala.

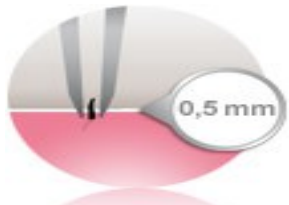


Epilation

	epilators	Waxing & sugaring	plucking (tweezing)
			
(mechanism)	tweezers	cool catch hair & grasp it away	
duration	weeks	weeks	weeks
advantage	• big area. • hair reduction. • Fast.	• big area. • Hair reduction. • Cheap. • Exfoliate.	• eyebrows , (control).
Disadvantage	• pain , folliculitis • expensive	• pain, folliculitis	• pain , folliculitis



5/17/16



Close-grip
technology



speed



exfoliate



exfoliate

trimming



Wet & Dry



pivoting head



cordless use & fast
Rechargeable



smart light



High Frequency
Massage Skin comfort



soft lift tips



ELLE Warm Wax Hair Remover

ELLE by beurer



LADY CARE

Veet Warm Wax Hair Remover



NO NEED FOR STRIPS



Hair removal customer education

cleansing before - after



cool , sooth, ***FUCIDIN H***

Depilatories customer education

Avoid wash by soap

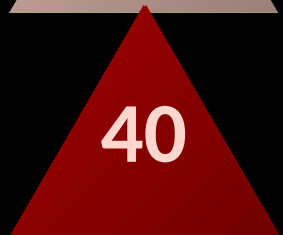
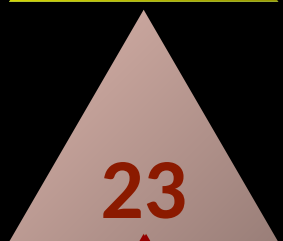
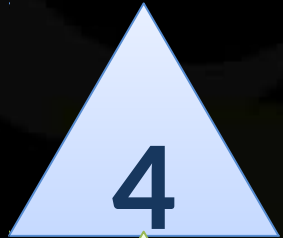
avoid exfoliating

only recommended time

Bikini area caution

TEMPORARY METHODS

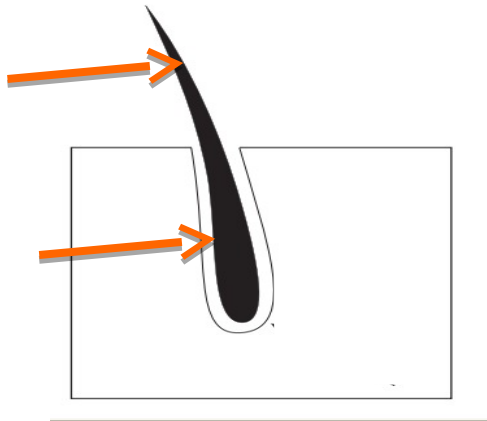
	DEPILATION			EPILATION			
	Shaving	depilatories	friction	tweeze	Epilators	wax	thread
Lasting	Days	days	days	weeks	weeks	weeks	weeks
shadow	√	√	√	x	x	x	x
Pain	x	x	x	√	√	√	√
Exfoliate	√	x	√	x	√/x	√	x
Allergic	x	√	x	x	x	x	x
Bad Odor	x	√	x	x	x	x	x
Entire hair R.	x	x	x	√	√	√	√
Good with time	x	x	x	√	√	√	√



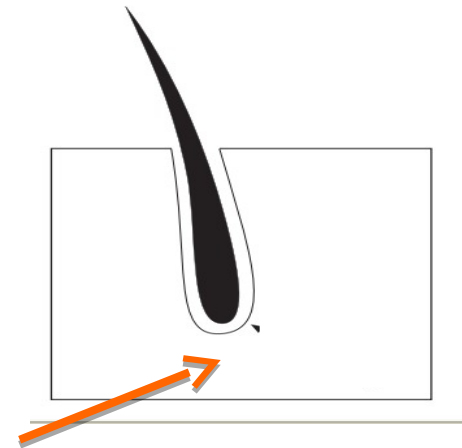


HAIR REMOVAL METHODS

TEMPORARY METHODS



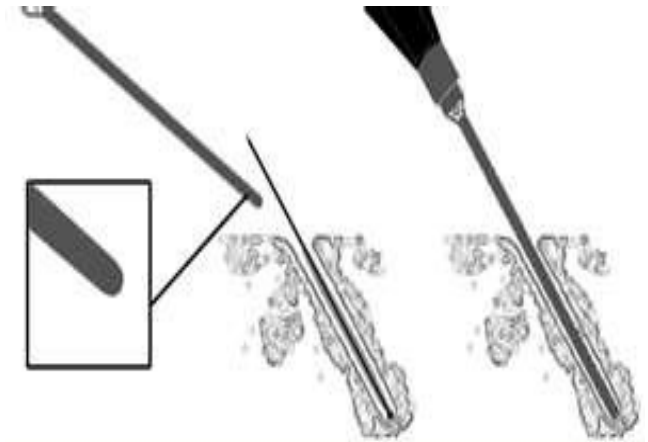
PERMANENT METHODS



ELECTROLYSIS (PERMANENT REMOVAL)- 1

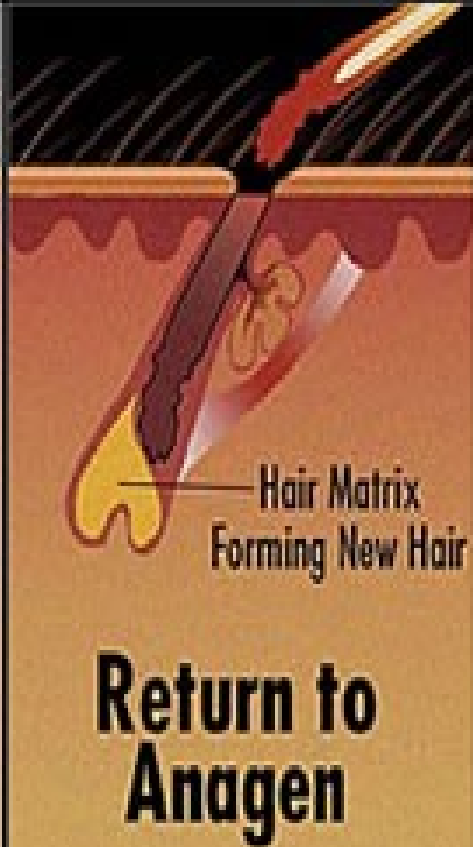
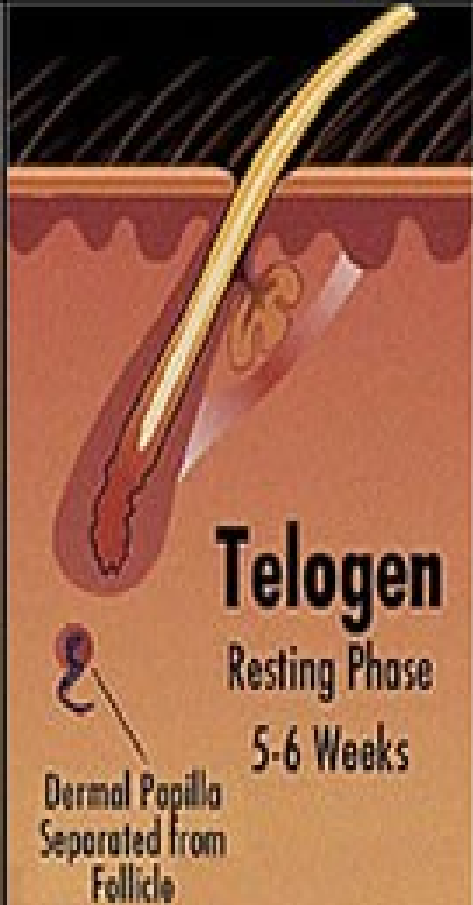
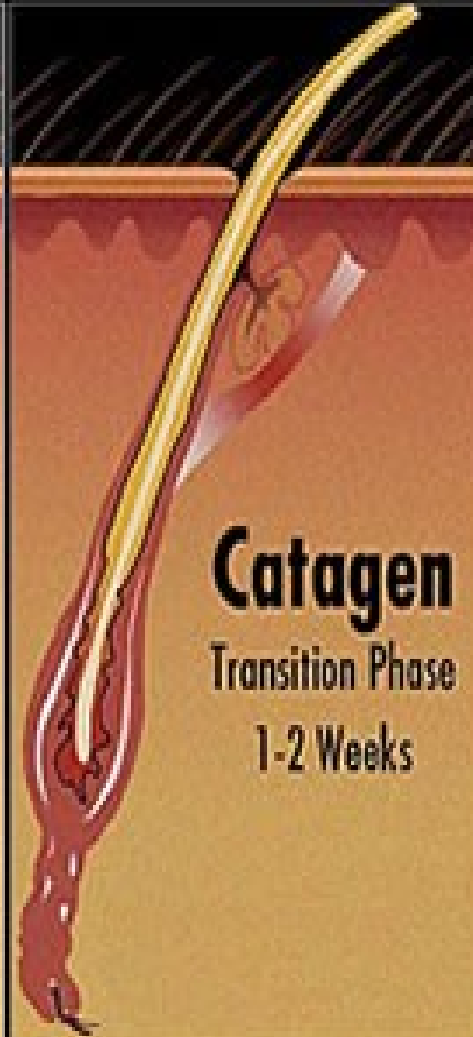
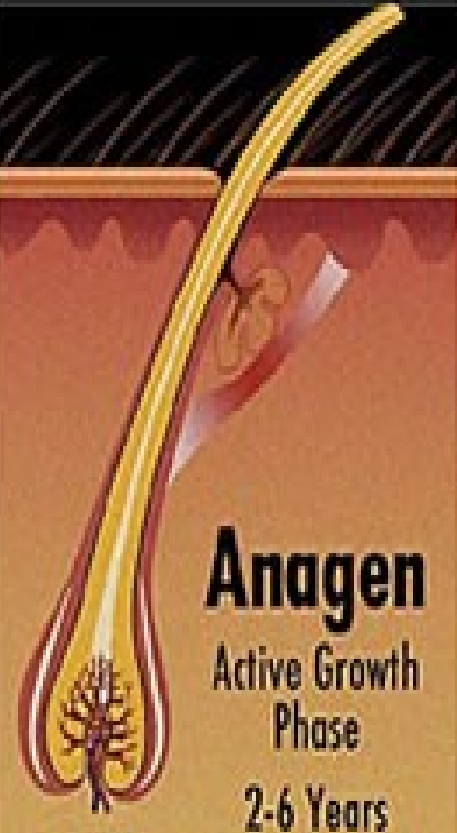
How work ...?

- Electric current through the hair root killing it.
- Ppermanent.
- Upper lip , under arm , chin , eyebrows.
- 10 hrs for session & money



NEEDLE INSERTION





Anagen Stage
(Active Growth Phase)
Permanent Hair Removal Can Only Occur During This Active Growth Stage. This Phase May Last Up To 2-6 Years.

Catagen Stage
(Transition Phase)
Club Hair Transitions Upwards Toward Skin Pore And Dermal Papilla Begins To Separate From Follicle. This Phase Usually Lasts 1-2 Weeks.

Telogen Stage
(Resting Phase)
Dermal Papilla Fully Separates From Follicle. This Phase Usually Lasts 5-6 Weeks.

Return To Anagen Phase
Dermal Papilla Moves Upward To Meet Hair Follicle Once Again And Hair Matrix Begins To Form New Hair.

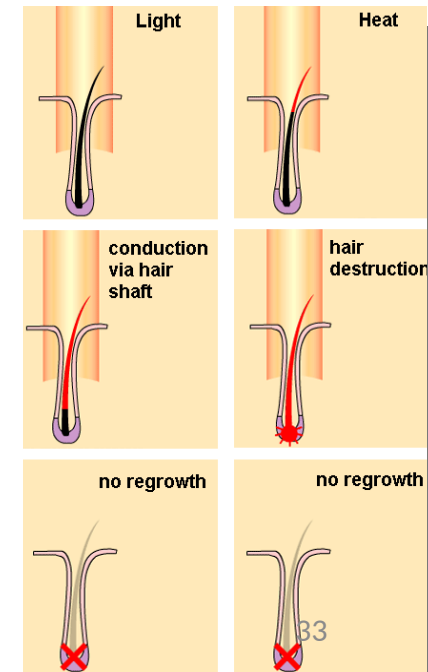
LASER (PERM. HAIR- 2 REDUCTION)

FLASH LAMP (IPL) (PERM. HAIR REDUCTION)- 3



How it work ...?

- laser **TARGET** dark (H. melanin) >>> thermal - mechanical damage of papilla.
- Only on ***anagen*** phase.
- act better on light-skinned-dark hair because the melanin absorbs more light.
- **Approved by the FDA as a permanent hair reduction**





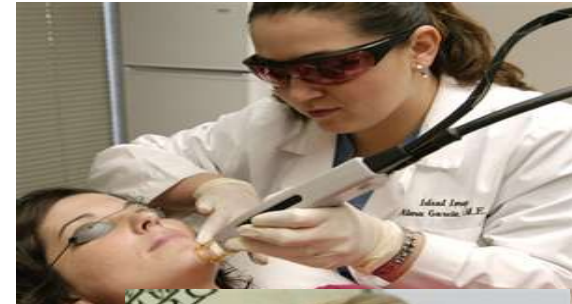
2- LASER (PERM. HAIR REDUCTION)

3- FLASH LAMP (IPL) (PERM. HAIR REDUCTION)

- 6 month
- long time .. big area
- money , maintenance
- inflammation , redness
- affect only highly pigmented hair

<https://www.youtube.com/watch?v=dxUeyepBkz8>

<https://www.youtube.com/watch?v=g7Y4B-wq6lg>



IPL Comparison



Beurer IPL 10000

Philips lumea
SC2006

Babyliss

Cartidge

250 000 flash

140 000 flash

130 000 flash

Light area

7 cm

4 cm

3 cm

Precision attachment

No

2 cm

1 cm

Energy levels

6

5

5

Skin color sensor (safety)

Yes

No

No

Cordless

No

Yes

No

Mobile application & Bluetooth
& safety glasses

No

No

Yes

Warranty

5 years

2 years

2 years

IPL Comparison

Beurer



Philips



BabyLiss



250 000 flash



Skin color/contact sensor



Light area 7 cm



customer education (TIPS)





على الحبوب أو
الشامات



خلال الرضاعة



للحوامل



من قبل الأطفال أقل
من 14 سنة



خلال 48 ساعة بعد
حمام الشمس



على الجلد الداكن
جداً (بني داكن أو
أسود)



على الشعر الاسمر،
الرمادي أو الأحمر

Post IPL care

Sun protection



2 weeks after the last session

Soothe



wiseGEEK



If sever



No Exfoliation
for 24-48 hr
(irritation)

No Wax or tweezers
(no effect)



Recommended light intensity table

Skin tone						
	White	Beige	Light brown	Mid brown	Dark brown	Brownish black and darker
Body hair colour						
White / grey 	✗	✗	✗	✗	✗	✗
Red 	✗	✗	✗	✗	✗	✗
Light blond 	✗	✗	✗	✗	✗	✗
Dark blond / light brown 	4/5	4/5	4/5	1/2/3	✗	✗
Brown 	4/5	4/5	4/5	1/2/3	✗	✗
Dark brown 	4/5	4/5	4/5	1/2/3	✗	✗
Black 	4/5	4/5	4/5	1/2/3	✗	✗

Time intervals

4 sessions **2** w

3 sessions **4** w

Body



Face



6 sessions **2** w

1 sessions **4** w

Do not forget when selling IPL:

1

Energy level table

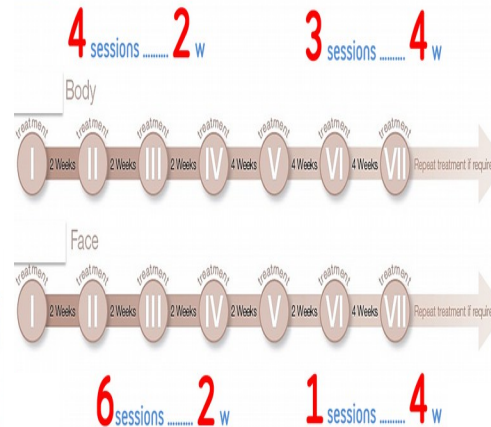
Skin type Fitz	I	II	III	IV	V	VI
Black	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Dark brown	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Brown	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Dark blonde	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Light blonde	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Red-head	Energy 4-5-6	Energy 4-5-6	Energy 3-4	Energy 1-2-3	Energy 1-2-3	×
Gray/White	×	×	×	×	×	×

Recommended light intensity table

Skin tone	White	Beige	Light brown	Mid brown	Dark brown	Brownish black and darker
Body hair colour						
White / grey	×	×	×	×	×	×
Red	×	×	×	×	×	×
Light blond	×	×	×	×	×	×
Dark blond / light brown	45	45	45	100	×	×
Brown	45	45	45	100	×	×
Dark brown	45	45	45	100	×	×
Black	45	45	45	100	×	×

2

Time intervals



3

Precautions



على الجلد الداكن
جدا (بني داكن أو
أسود)



على الشعر : أسود ،
الرمادي أو الأحمر

4

Post IPL care



BODY HAIR

accessories (cross-



PROPER METHODS

FACE

- 1- WAXING
- 2- EPILATORS (CAUTION)

AVOID SHAVING
AVOID DEPILATORIES
AVOID FRICTION

BIKINI

- 1- DEPILATORIES
- 2- WAXING
- 3- SHAVIN

AVOID FRICTION

LEGS -ARMS-BACK

- 1- WAXING
- 2-EPILATORS
- 3- FRICTION
- 4- SHAVING
- 5-DEPILATORIES

EYE BROWS

THREADING

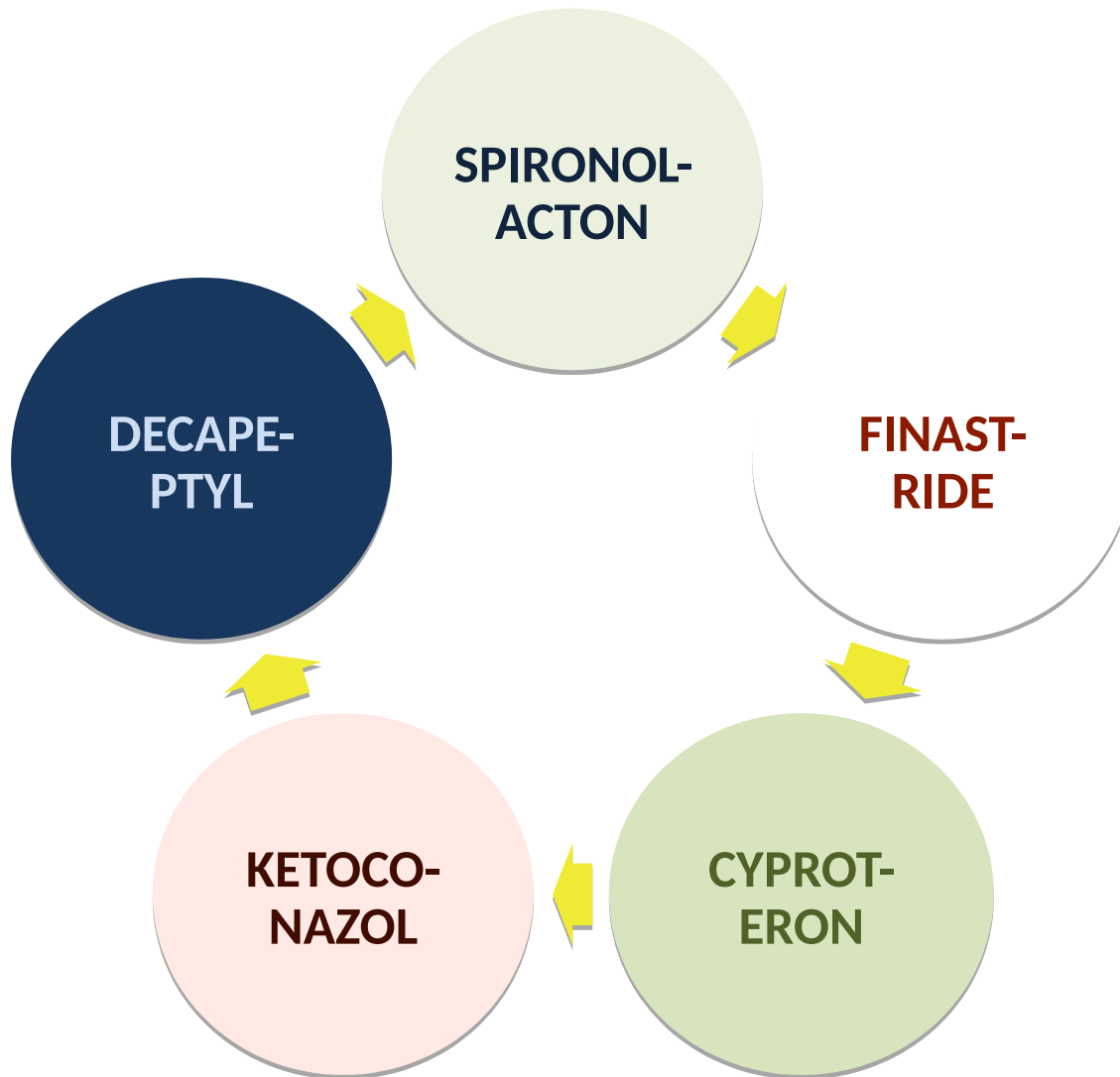
EAR

WAXING THE BEST

NOSE

NOSE TRIMMER

Prescription medications

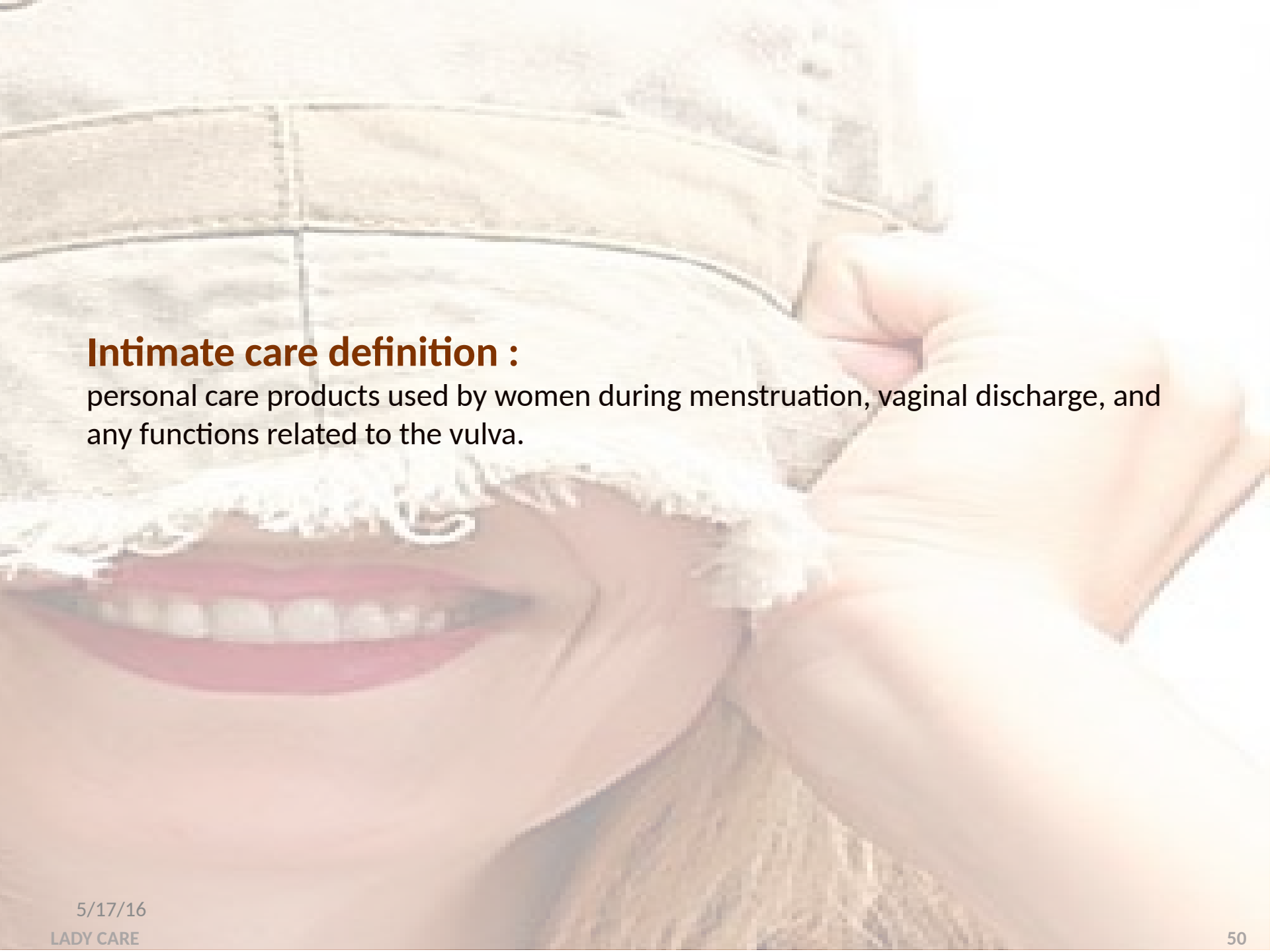


LADY CARE

BODY HAIR

INTIMATE CARE

BREAST CARE



Intimate care definition :

personal care products used by women during menstruation, vaginal discharge, and any functions related to the vulva.

- 
- A photograph of a person sitting in a bathtub, with their head and shoulders visible. The person has long, dark, curly hair and is wearing a white towel or cloth draped over their head and shoulders. The background is a plain, light-colored wall. Overlaid on the image is a list of three items in a dark blue font, each preceded by a bullet point.
- **Douche (V. irrigation)**
 - **Daily feminine wash**
 - **Sitz-bath**



Douching

washing out vagina by water .. vinegar, baking soda (vagin), or iodine (betadine)

1-FOUNTAIN SYRING



2- VAGINAL BULB



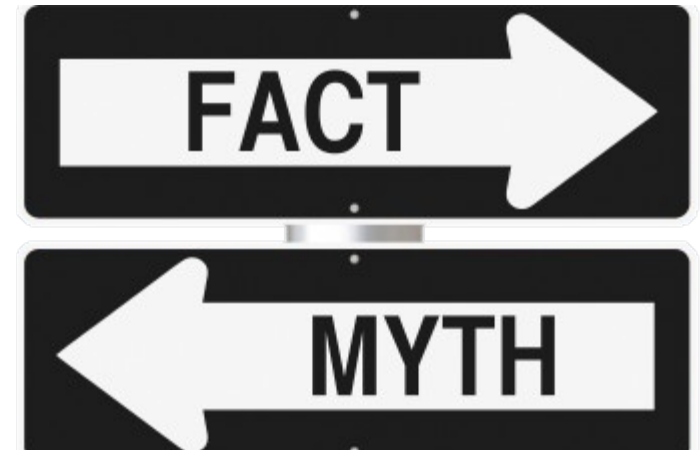
NB.

Avoid transferring intestinal bacteria into the vagina,
the same bag must not be used for an enema and a vaginal douche.



Douching

- Clean the vagina
- Get rid of odour
- Avoid sexually transmitted infections (STIs)
- Prevent pregnancy





Daily feminine wash

Soaps , shower gel & douching can damage the vagina's natural acidic protection...

**Women vulva (most sensitive part of women) need certain cleanser
(Daily feminine wash).**



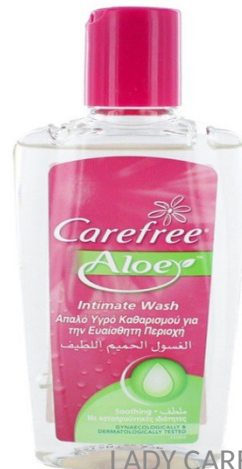
Daily feminine wash

Requirements for Daily feminine wash :

- **Antimicrobial :** Chlorohexidine
- **Keep vulva PH balance 3.8:** lactic acid , citric acid .
- **Mild amphoteric cleanser:** Betains .
- **Soothing-anti irritant :** Aloe-vera , chammomile, cocoa butter , allantoin .
- **Refreshing :** not strong-scented.



Daily feminine wash





Sitz - bath

sitting in water that covers the buttocks and hips , so that many people call it a 'sits bath'. warm water allows more blood flow to the affected area, promoting healing and comfort.





Sitz - bath

- (hydrotherapy theory) (so that safe & popular) (medicine-free)
- Betadine ,herbs , salts (**PILO-BATH ,ZARA , BREATH**),baking soda or vinegar can be added.
- Ideal usage is alternating 3 to 5 times bet. a hot bath for minutes and an cold bath for 30–60 seconds is soothing.

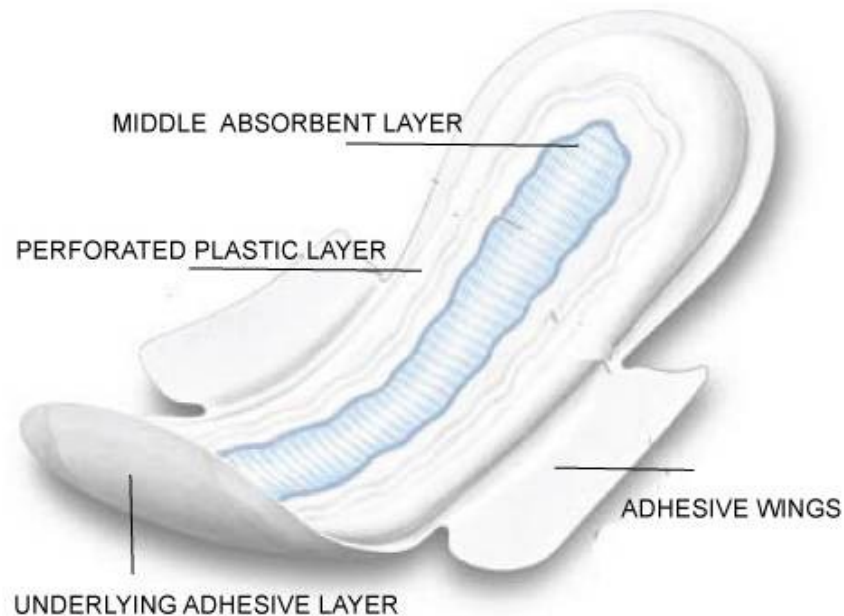




- sanitary napkins



absorbent material like (cotton, cellulose) pad ... worn to absorb blood of menses , vaginal surgery , abortion .. known as sanitary pads, sanitary napkins.



Disposable sanitary napkins

2- sanitary napkins



TYPES & CRITERIA	NORMAL	MAXI/SUPER	NIGHT	MATERNITY	PANTY LINER (daily)
use	menses normal days	menses starting	over night	birth , abortion , surgery	daily discharge , spotting ,incontinence
length	normal	longer	longer	longest	normal
absorbancy	√ √	√ √ √	√ √ √ √	√ √ √ √	√
wings (fixation)	√ ^x	√ ^x	√ ^x	x	x
bulkiness (ultra thin) for trousers	√ ^x	√ ^x	√ ^x	x	√
products 5/17/16	kotex , always , private	kotex , always , private LADY CARE	kotex , always , private	relax , lotus , cinderella	carefree, kotex 61

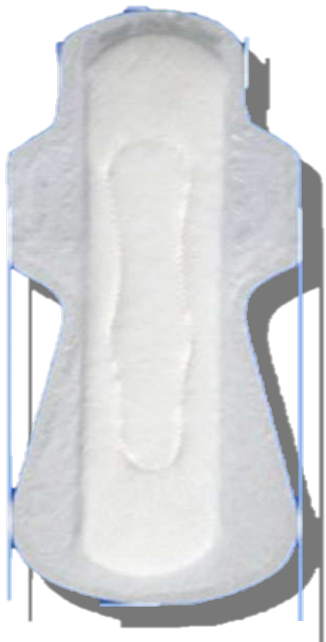
2- sanitary napkins



cause rashes,
inflammation , (UTI)

**SO ... WE CAN DECREASE INCIDENCE OF INFECTION BY EITHER BACTERIA OR FUNGI BY
ADVISING PROPER FEMININE WASH ...**

2- sanitary napkins



NIGHT



MATERNITY



NORMAL



ULTRA THIN



PANTY LINER
(daily)

2- sanitary napkins



Tampon: cotton or rayon mass
inserted into vagina during menstruation
for menstrual fluid absorption



- sanitary napkins

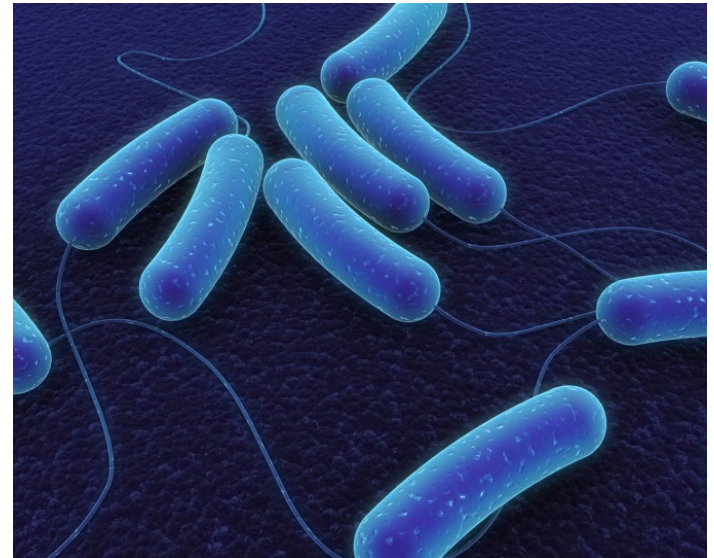


Symptoms of TSS-Toxic Shock Syndrome include:

1. Sudden high fever
2. sunburn-like rash
3. Diarrhea ,
4. Dizziness,
5. Vomiting

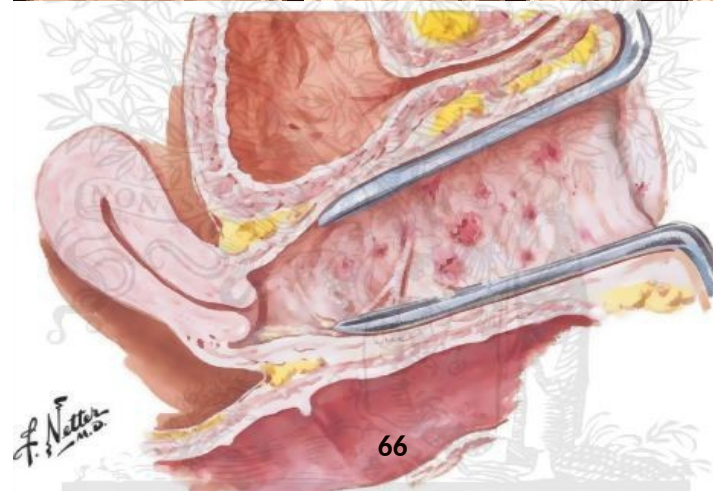
guidelines for decreasing tampons TSS risk :

1. choose lowest absorbency ones.
2. use cotton or cloth tampons rather than rayon.
3. Change every 4 to 6 hour Alternate between tampons and pads .
- 4- use pads at night, and tampons in the daytime.
- 5- Avoid tampon usage overnight when sleeping.

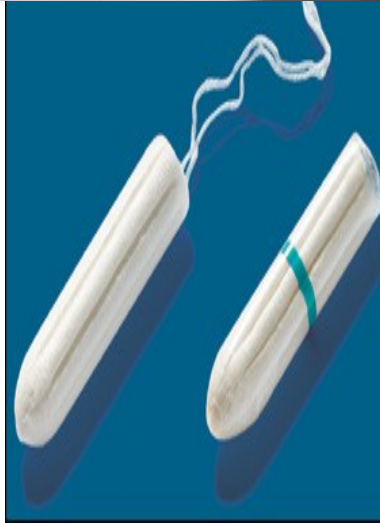
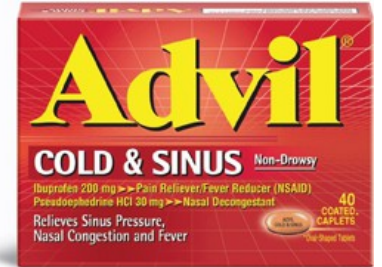
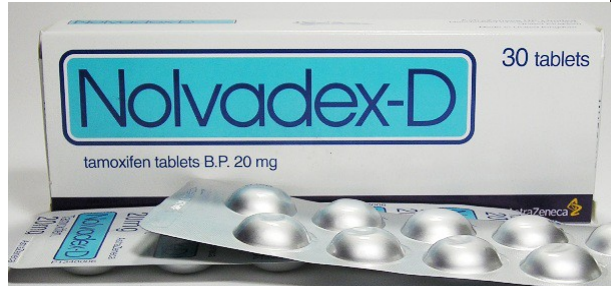


VAGINAL DRYNESS

lead to itching, burning, and painful intercourse & bad uncomfortable sensation.



VAGINAL DRYNESS CAUSES?



5/17/16

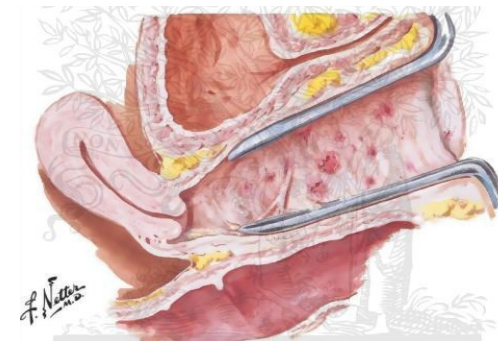
LADY CARE-INTIMATE CARE

LADY CARE



VAGINAL DRYNESS TREATMENT

- 1-estrogen systemic & topical replacement (menopause women)
- 2- vaginal moisturizing.(long term)
- 3- vaginal lubricants.(temporary)
- 4- warm water sitz-bath may be helpful in relieving symptoms



	V- moisturizer	V- lubricant
function	Lasting moisturizing make the vagina pliable, elastic.	Occasional lubrication
use	V. dryness in menopause, breastfeeding, stress	intercourse, douch, v.ovules
Types	- water-based (the best & less irritable). - silicone-based (lasting a little longer) - oil based	- water-based (the best & less irritable). - silicone-based (lasting a little longer) - oil based
varieties	Medicated - Unmedicated	normal - flowered - warm -tingle - lasting ...
dose	2-3 times/week	Occasional
differentiation	polymers , polysaccharides high conc. (Aloe, chamomile, soy, vit E, cocoa, xylitol	

products





Requirements of good personal lubricants & moisturizers :

- Mimic PH (3.7-4.5) .
- Water based.
- Non-irritants.
- Compatible with condoms & diaphragm.
- With soothing natural ingredients. (moisturizers)



water based vag. moisturizers



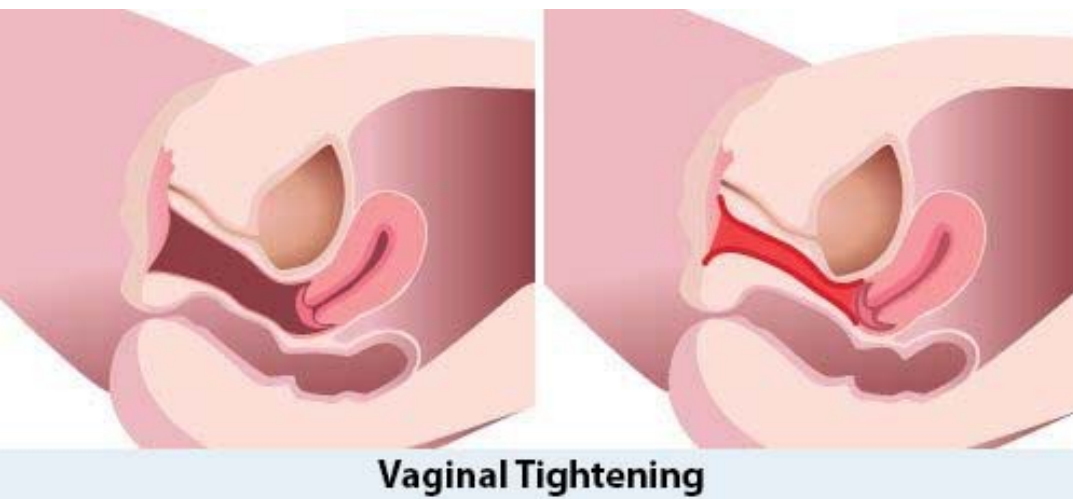


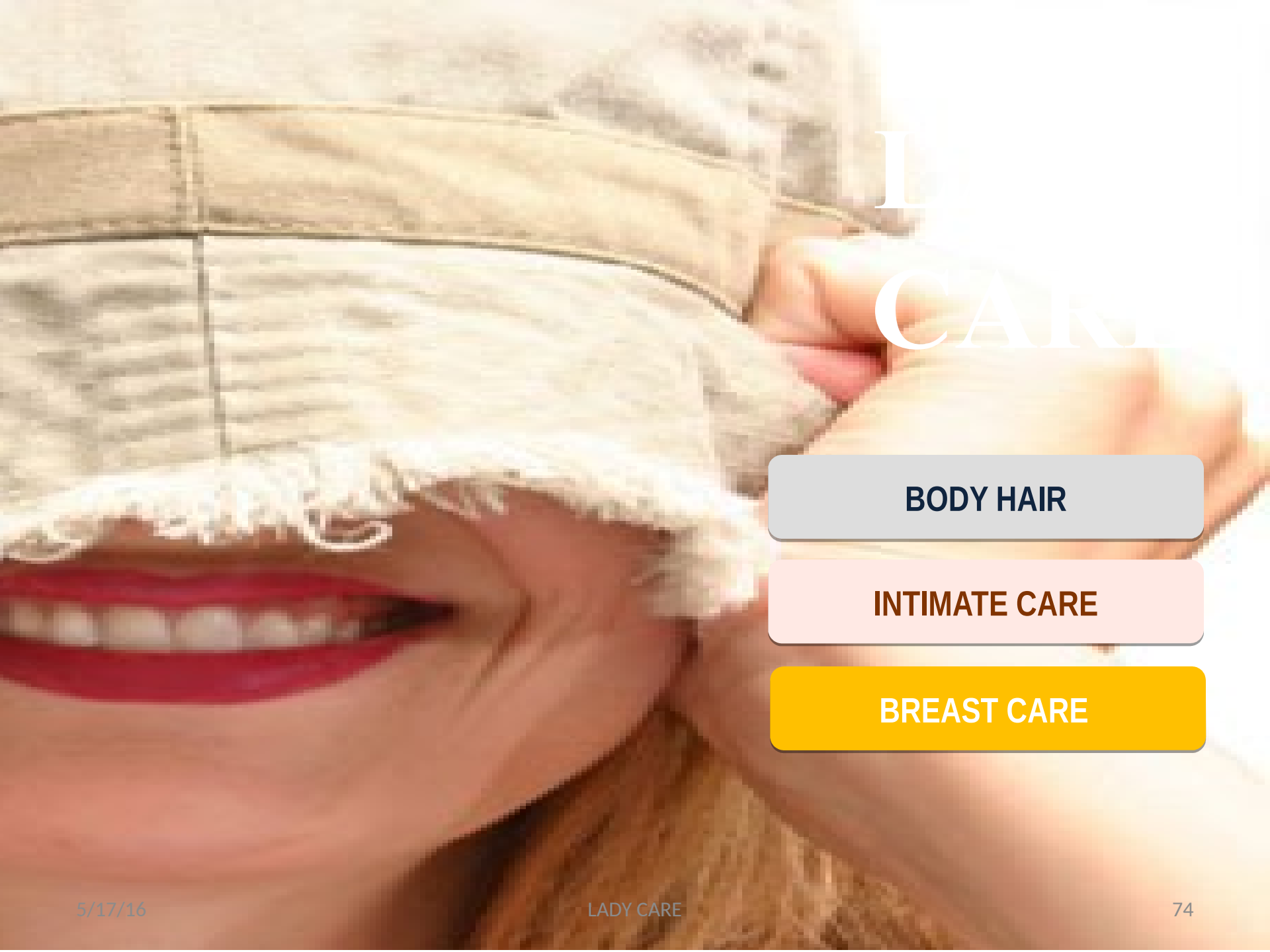
Silicon based lubricant



water based lubricant

HI- men GEL Vaginal tightening





LADY CARE

BODY HAIR

INTIMATE CARE

BREAST CARE



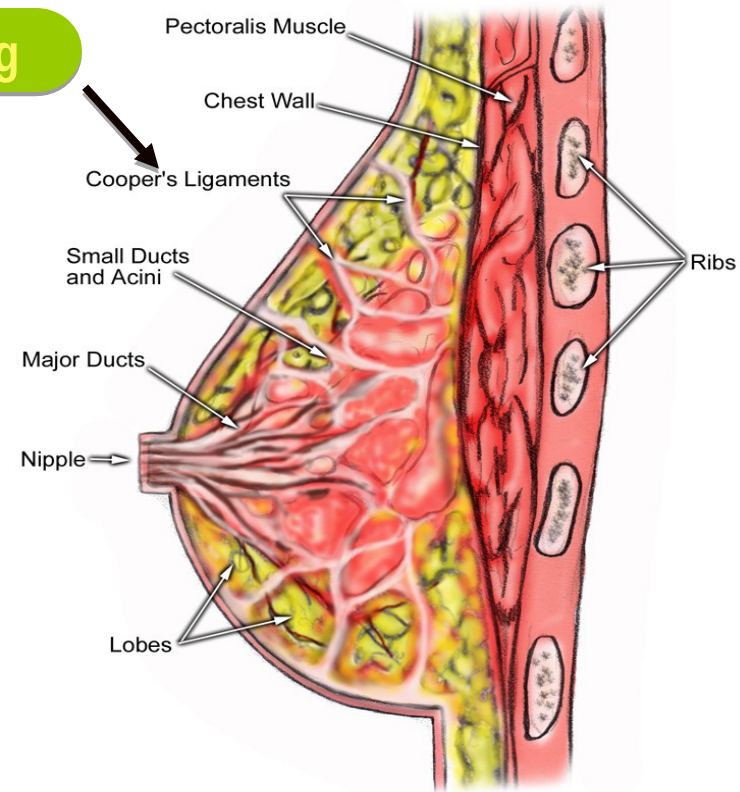
Breast sagging (ptosis)

Women breast appearance should be raised , firm, toned up & smooth but It is inevitable for adult breasts to sag over time, due to the effects of age and gravity

Coopers ligaments

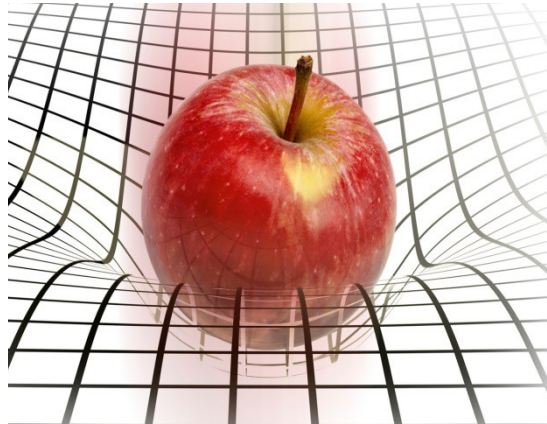
responsible for structural integrity of the breasts

Firming





Breast sagging causes :





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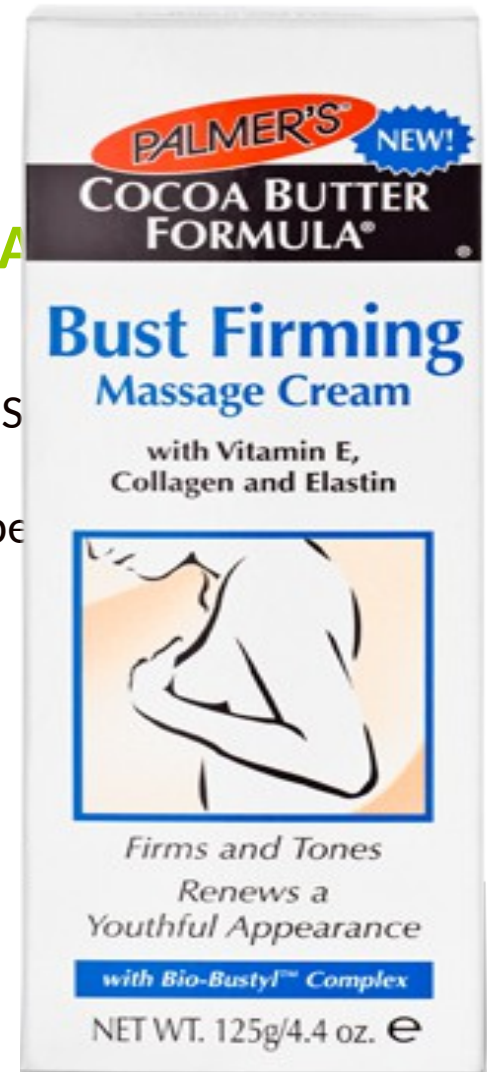


LADY CARE

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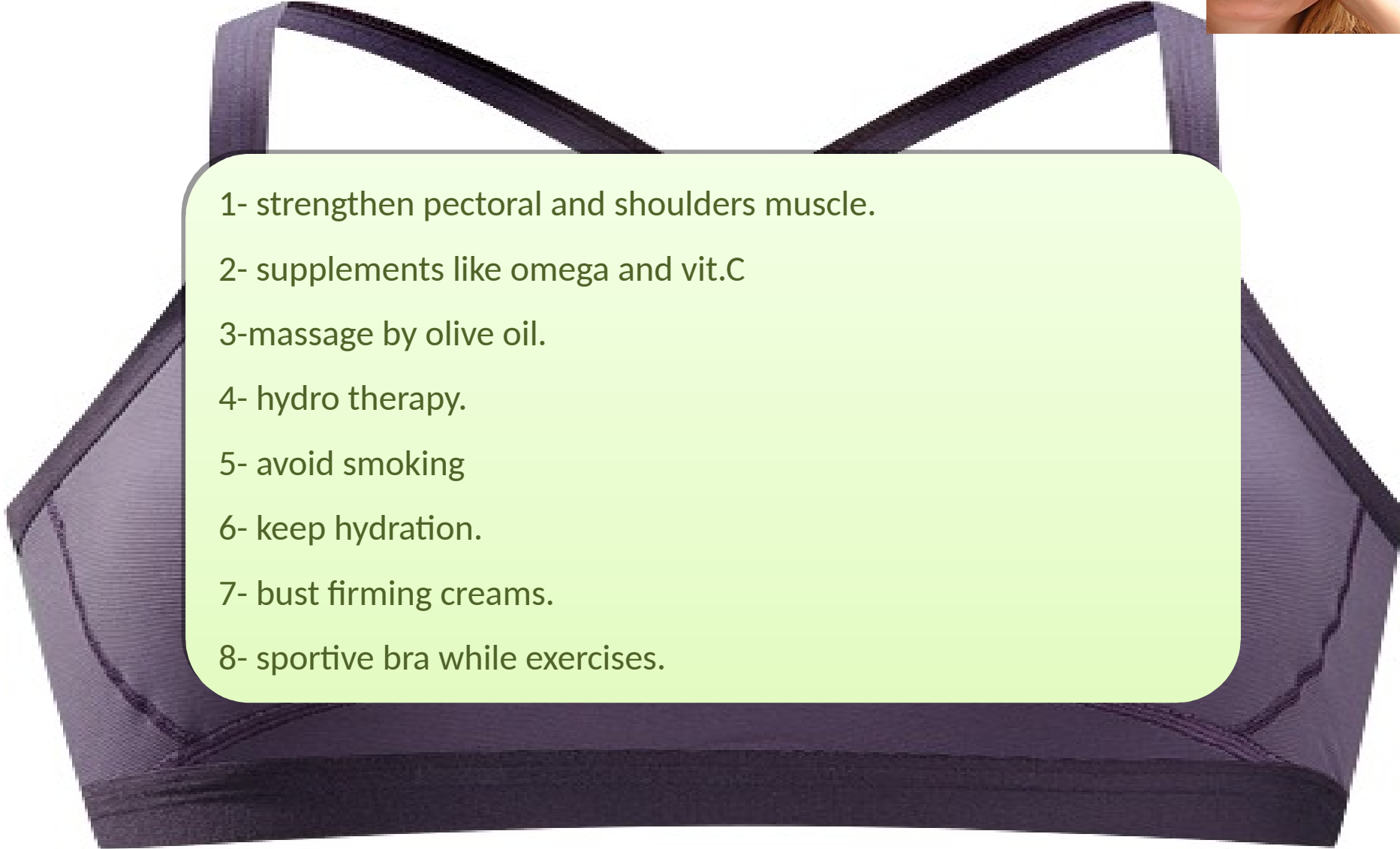


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SAGGING CUSTOMER EDUCATION :



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- A dark purple sports bra with wide straps and a supportive band, shown from a top-down perspective.
- 1- strengthen pectoral and shoulders muscle.
 - 2- supplements like omega and vit.C
 - 3-massage by olive oil.
 - 4- hydro therapy.
 - 5- avoid smoking
 - 6- keep hydration.
 - 7- bust firming creams.
 - 8- sportive bra while exercises.



THANK YOU